

Attachment to Customer Letter J-14-J

Note to ROU: 25 brochures will be U.S. mailed to each ROU week of 4/21/97. Please distribute this letter, attached customer letter J-14-J and a brochure to all personnel in your region with direct account responsibility.

SUBJECT: CUSTOMER LETTER - ELECTRONIC COMMERCE

Enclosed is a copy of a Customer Letter and brochure that was mailed to all domestic direct buying customers (military/institutions excluded).

As you contact your accounts, please be sure they received our letter and brochure. Point out to them that the brochure highlights several reasons to move to electronic commerce formats, such as Electronic Data Interchange (EDI) for purchase orders. Should you require additional copies of the brochure, please contact Julie Knabb at extension #7154.

Please familiarize yourself with the content of the brochure. Simply stated, this is the future. The process will save your customers time and money.

There are obvious benefits to RJR with EDI as well. For example, approximately 85% of our orders through Tobacco Customer Services are taken over the phone versus 15% EDI. This requires a lot of internal support to handle.

It is likely that at some point in the future the majority of our customers will be 100% EFT and EDI (Purchase Orders and Invoices).

Please discuss EDI with your customers, encouraging them to get ahead of the curve and begin to prepare for the future. Should your accounts require any information or assistance on how to get started with EDI, you should advise them to contact our EDI Coordinator, David Williams at 910-741-3534. During 4th quarter, we will be asking you for a recap as to who is on EDI or planning to convert to EDI in the near future.

Program Contact: Ray Gomez, extension #2928

R. J. REYNOLDS TOBACCO COMPANY

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To: Noonan, R, Ridge, Robert, Burrows, Robert, Westenberger, R, Smith, Richard A., Jurgensen, Kurt T.,
Leonard, John M., Norris, Chuck H., Macleod, Stephen, Eckardt, Diane C., Campbell, Judy
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 4/23/97 8:13
Opened: 4/23/97 11:00
Subject: FWRD: J-14-J The Whys and Hows of Elect

FORWARDING THE FOLLOWING.....

Stephen - I am waiting on the brochures referenced in the attached to arrive in the ROU for distribution.....

===== <Forwarded Letter> =====

From: Davis, Carla C.
To: 1610
Subject: J-14-J The Whys and Hows of Electronic
Posted: 04/22/97 18:44
Priority: Normal

[[J-14-J.DOC : 3354 in J-14-J.DOC]]

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